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From: California Office of Historic Preservation
To: Roberta Deering
Subject: Draft Statewide Preservation Plan Now Available
Date: Thursday, July 05, 2012 3:40:01 PM

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Did You Know?

The National Historic Preservation Act (Section 101(b)(3)(c)) instructs the State Historic Preservation Officer (SHPO) to \u201cprepare and implement a comprehensive statewide historic preservation plan.\u201d
National Park Service guidelines for the federal historic preservation program further require that such a plan:
\u201c(1) meets the circumstances of each State;
(2) achieves broad-based public and professional involvement throughout the State;
(3) takes into consideration issues affecting the broad spectrum of historic and cultural resources within the State;
(4) is based on the analyses of resource data and user needs;
(5) encourages the consideration of historic preservation within broader planning environments at the federal, state, and local levels; and
(6) is implemented by SHPO operation.\u201d

July 5, 2012

Draft Statewide Historic Preservation Plan

Now Available for Public Review and Comment

The California Office of Historic Preservation is pleased to announce that the draft Statewide Historic Preservation Plan is now available for public review.

The Statewide Historic Preservation Plan for California is intended to guide the activities and priorities of agencies and organizations involved in preservation in the Golden State during the years 2012 through 2017.

We invite your comments about any part of the plan, but most importantly welcome your feedback on the goals and objectives identified in the plan and the discussion of issues facing preservation at the current time.

Although it is intended to specifically guide the operations of the Office of Historic Preservation, we hope that it will be embraced and used by the larger preservation community in the work that you do.

The draft plan can be accessed through our website at www.ohp.parks.ca.gov/stateplan. It is also available here as a link.

Please submit comments to us by emailing or calling us at calshpo@parks.ca.gov or 916 445-7000.

The draft plan will be available for public comment until August 1, 2012. After that time, it will be finalized and sent to the National Park Service for formal review and approval.

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Statewide Historic Preservation Plan for California, 2012-2017
DRAFT (July 2012)

Introduction

This Statewide Historic Preservation Plan for California (State Plan) is intended to guide the activities and priorities of agencies and organizations involved in preservation in the Golden State during the years 2012 through 2017. The next five years will mark pivotal anniversaries in American history and the development of historic preservation, and these milestones provide California preservationists with opportunities to get our message out to a wider public within broader national contexts. The year 2014 is the 50th anniversary of the landmark Civil Rights Act, as well as the sesquicentennial of the establishment of California's State Park System. The sesquicentennial of the end of the Civil War and the assassination of President Lincoln takes place in 2015. Finally, 2016 will mark the 50th anniversary of the National Historic Preservation Act.

In order to be successful, this plan must be followed up with specific strategic or action plans developed by and for individual agencies and organizations. For example, the California Office of Historic Preservation, which authored this plan, will develop annual work plans that list specific activities the office will undertake in each of the next five years in order to help fulfill the goals and objectives in the State Plan. The suggested activities listed for each goal and its corresponding set of objectives are intended to help preservationists identify the types of actions they can take in support of this plan.

Readers of previous State Plans will find that this current plan takes a different approach from its predecessors (see below for information about past State Plans prepared for California). Rather than focusing on specific issues and developing goals and objectives to address each issue, this plan takes a more holistic approach to defining how we can all work to help achieve a common vision for preservation in California. For this reason, this plan discusses and defines that vision before then identifying a set of broad goals and objectives to help achieve this vision. Issues that are currently most important to preservationists are then addressed.

Plan History and Background

Preparation of a Statewide Historic Preservation Plan is a requirement of all states participating in the federal historic preservation program and is required in order to receive financial support from the federal Historic Preservation Fund. The National Historic Preservation Act (Section 101(b)(3)(c)) instructs the State Historic Preservation Officer (SHPO) to "prepare and implement a comprehensive statewide historic preservation plan." National Park Service guidelines for the federal historic preservation program further require that such a plan: "(1) meets the circumstances of each State; (2) achieves broad-based public and professional involvement throughout the State; (3) takes into consideration issues affecting the broad spectrum of historic and cultural resources within the State; (4) is based on the analyses of resource data and user needs; (5) encourages the consideration of historic preservation within broader planning environments at the federal, state, and local levels; and (6) is implemented by SHPO operation."

The first California History Plan, developed in 1973, could be considered California's first Statewide Historic Preservation Plan. This plan was a joint document that discussed both the operations of State Historic Parks by the California Department of Parks and Recreation and the external historic preservation programs managed by the Office of Historic Preservation (OHP)—a logical connection as the OHP has always been administratively housed in the Department of Parks and Recreation. (It should be noted that since the creation of the first California History Plan, California State Parks has continued to update it, with the latest version of the plan released in 2010.)

The first stand-alone Statewide Historic Preservation Plan was developed by the OHP in 1997 and was titled "Forging a Future With a Past: Comprehensive Statewide Historic Preservation for California." The 1997 plan identified seven broad goals to address seventeen issues facing preservation at that time. Not surprisingly, those issues still remain, to various degrees, and the goals that plan identified, although much work has been done toward their achievement, are still in many ways relevant today.

The 1997 State Plan was then updated in 2000. The 2000-2005 State Plan served to update and augment the issues addressed in the 1997 plan and carried forward the vision, goals, and objectives identified in the 1997 plan. Following the 2000 plan, and meeting a new timeline for plan development agreed upon by the National Park Service and the OHP, a new State Plan was released in 2006. The 2006 plan identified ten issues and developed goals and objectives to address each specific issue. All ten of those issue discussions have been updated for this current plan. Specific objectives identified in the plan that have not been achieved have been incorporated into the suggested activities sections of this plan (see Goals and Objectives section below).

Previous State Plans are available on the OHP website at www.ohp.parks.ca.gov/stateplan.

Plan Process and Methodology

This State Plan was prepared by staff of the California Office of Historic Preservation, in consultation with the State Historical Resources Commission, California's preservation community, and the general public. The "Envisioning 2017" Committee in the Office of Historic Preservation was headed by Acting Deputy State Historic Preservation Officer Jenan Saunders and included team members Amanda Blosser, historian in the Review and Compliance Unit; William Burg, historian in the Registration Unit; Ron Parsons, historian in the Local Government Unit; Mark Huck, restoration architect in the Architectural Review Unit; and Diane Thompson, analyst reporting to the State Historic Preservation Officer (SHPO) and Deputy SHPO. Team meetings often included State Historic Preservation Officer Milford Wayne Donaldson, and the team's efforts were augmented by the work of the State Historical Resources Commission's Archaeological Resources Committee, which was carrying out a public comment process for its Archaeological White Papers while the State Plan public outreach campaign was taking place.

This plan relies heavily on information collected during the public outreach campaign developed by the Envisioning 2017 team. This campaign included a series of listening sessions, two online surveys, and an assortment of one-on-one interviews conducted by OHP staff. The listening sessions took place throughout the course of the 2011 calendar year, beginning with a strategic planning meeting of all staff in the Office of Historic Preservation, a portion of which focused on a vision for historic preservation in California and a discussion of the most important issues facing preservation at the current time. This meeting served as a model for development of four public listening sessions, which took place in Sacramento, Oakland, Los Angeles, and Santa Monica (the Santa Monica session was held during a workshop of the State Historical Resources Commission, which took place at the 2011 California Preservation Conference). A total of 81 people attended these listening sessions.

In addition to these sessions that were open to the general public, a fifth listening session was held with Tribal Historic Preservation Officers from northern California during one of their annual regional meetings, with 11 THPOs in attendance. A sixth listening session, attended by 45 individuals, was held during the plenary session of the annual conference of the California Council for the Promotion of History and was open to conference attendees (which included a variety of public historians, such as archivists, curators, and historic sites interpreters, as well as cultural resource management professionals).

Each listening session focused on two main questions:

- What is the vision for historic preservation in California (what would preservation "look like" in an ideal world)?
- Which issues are the most pressing for preservation at the current time (on which issues should preservationists focus our attentions at this time)?

The feedback received at the listening sessions was then used by the State Plan team to develop the questions that were asked in the subsequent online surveys and in one-on-one interviews.

The first online survey was open to the public from May 27, 2011, to July 15, 2011. A total of 649 people responded to some or all of the questions asked. To review the questions asked and the statistical responses, see Appendix A.

While the first online survey was being conducted, OHP staff held interviews (in person and over the phone) with specific members of the California preservation community. A list of the people who were interviewed is included in Appendix A. During the course of these interviews, it became apparent to the team that some of the questions asked of the interviewees might also be of interest to others who couldn't be interviewed because of staff resource and time constraints.

For this reason, a second online survey was conducted using those interview questions that appeared to garner the most substantial and enthusiastic/impassioned responses from the interviewees. This second survey, which invited only narrative, qualitative responses, was made available from December 19, 2011, to January 15, 2012. A total of 64 people responded to some or all of the questions asked in the second online survey. The questions asked in the second online survey are available in Appendix A.

In addition to these efforts, three meetings of the State Historical Resources Commission provided further opportunity for commissioners, and members of the general public in attendance, to voice opinions about the direction of the plan. In October 2011, the Commission discussed the team's suggested general approach to the plan's goals—using an early version of the graphic provided on page 7 of this plan. Then, in January 2011, the Commission discussed a draft set of goals and objectives based on the general approach presented to them in October. These draft goals and objectives were revised based on feedback from the Commissioners and were made available on the Office of Historic Preservation's website (and "advertised" through an email blast to more than 500 individuals and organizations) for public comment from February 13 through March 20, 2012. Five individuals phoned the OHP to discuss the goals and objectives, but other than this, there were no formal comments submitted about the draft goals and objectives.

All of these public outreach efforts were announced as widely as possible, and steps were taken to ensure information reached both traditional and non-traditional preservation partners such as tribes, elected officials, state and federal agencies, developers, regional planning agencies, energy companies, community groups, and environmental organizations. All opportunities for public comment were announced to the OHP's email list of 596 individuals and organizations, and this email list includes many organizations that would not normally be considered part of the preservation community, like planning and development agencies, religious groups, youth organizations, recreationalists and recreation providers, land conservancies, and developer and realtor groups. In addition to the OHP's email list, various agencies and organizations were asked to share the information with their employees or members through their own email blasts, newsletters, and websites. The OHP also used the opportunity of updating the State Plan to create a presence on a variety of social media sites, most importantly Facebook and Twitter. All the opportunities for public comment listed above were announced and promoted through the Office's Facebook and Twitter accounts.

A Vision for Historic Preservation in California

Look up the term "vision statement" on the Internet and you will find a wide variety of definitions and opinions as to what such a statement should look like. But the vast majority of those sources share a few common themes: A vision statement articulates a commonly shared vision of the future; it is aspirational and inspirational; it describes in graphic terms where we want to be in the future if everything goes exactly as we hope. Having a vision statement for preservation in California serves to articulate a common purpose for all those who consider themselves part of the preservation community. It is, therefore, a set of long-term ambitions to which we can aspire and that can in turn inspire us to continue in our work.

The following vision is informed by the responses received during the listening sessions, surveys, and interviews held during 2011 to help guide the development of this Statewide Historic Preservation Plan. Without any specific prompting, attendees at each listening session, as well as those taking the surveys and being interviewed, were asked to identify in either general or specific terms what preservation would "look like" at some far off point in an ideal future. What follows are the ideas that were brought up repeatedly, although not always in the same language of course, by those responding to these outreach efforts.

Our Vision

A majority of Californians will consider themselves to be preservationists and feel a sense of stewardship for the historical and cultural resources in their communities. This majority will represent all walks of life (ages, abilities, professions, cultural and educational backgrounds, etc.) and will actively use, care for, and advocate on behalf of historical resources. Preserved resources in California will celebrate our state's complete and complex heritage, and their interpretation will reveal the deep and multi-layered history they represent.

Preservation of historical resources will be viewed as the first, or ideal, option when communities are making land use planning decisions. Preservation advocates, tribal representatives, non-profit organizations, and regulatory and land-managing agencies will regularly and routinely communicate and in this way develop strong, ongoing relationships that transcend any one project or planning process.

Financing entities and investors will embrace preservation as a worthwhile and solid investment. A variety of incentives will be available for preservation of cultural resources and these incentives will be understandable to and usable by a wide variety of people.

Historical and cultural resources will serve as a source of shared pride that are valued by all community members. As such, they are will be seen as worthy investments of time and funding.

Historic preservation will be viewed as a significant contributor to the economic, environmental, and social sustainability of communities.

A Word About "Community"

Throughout this plan the word "community" is repeatedly used and therefore warrants a brief explanation. In many ways, and in the way it is used in this plan, "community" is much like the concept of "beauty"—it is defined in the eye of the beholder. One reader of this plan may bring to it a much different sense of what makes up his or her community is than another. And, depending on circumstances, an individual may ascribe a different meaning to community at different times in his or her life, or even at different times in the same day.

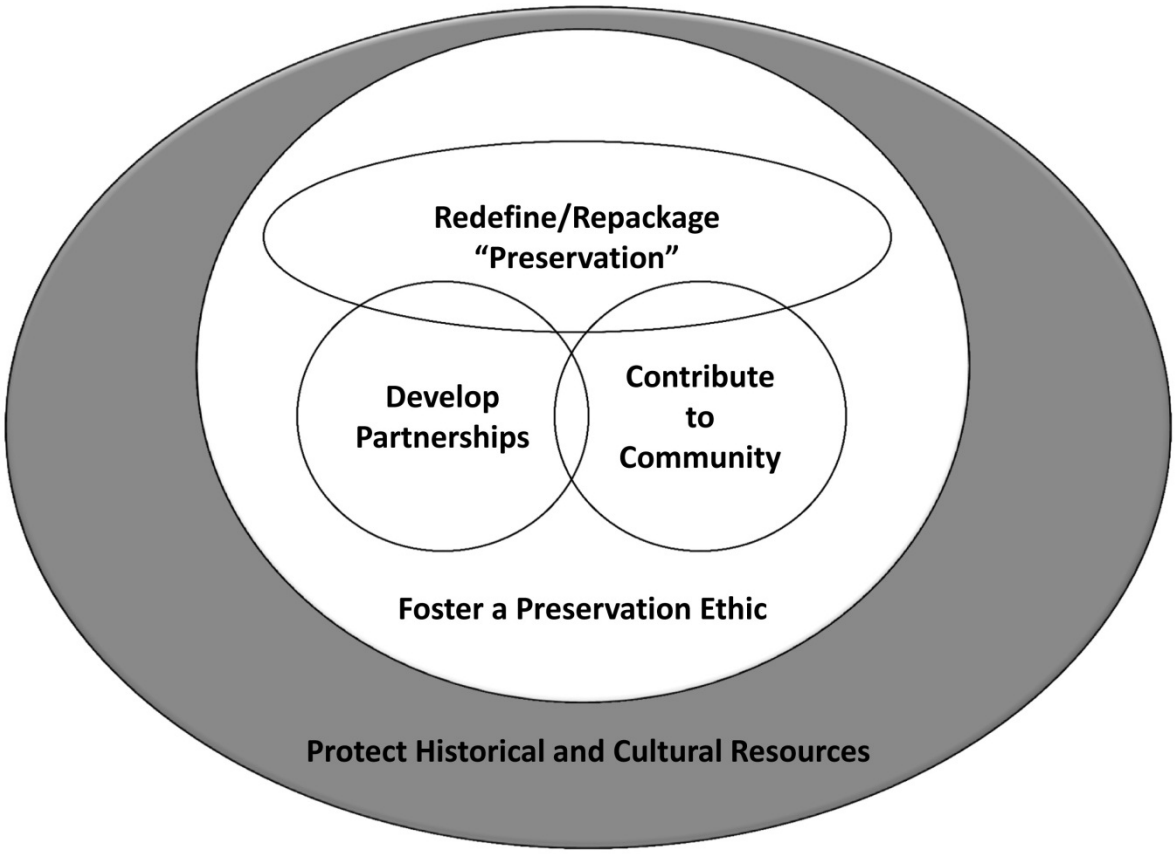
It is in fact the many different meanings that can be ascribed to the word community that is the reason this term is used so often in this plan. Community may be the neighborhood where you live. It might encompass the region where you work. It could also include your route to and from work. Or it may extend to the places you vacation or would like to visit. For those working in public agencies, community may encompass the entire jurisdiction of your agency—the city, the county, the state, the land your agency owns or manages. Community may not even be place-based, but could be defined by such things as culture, gender, race, age, abilities, hobbies, interests, and political opinions, just to name a few.

In the end, community is personal and changeable. Therefore, as you read this plan, consider all the different meanings of the word community that come to your mind as you reflect on the issues, goals, and objectives discussed herein. And try to step beyond your own experiences to consider what other readers may define as their communities. By seeking to understand the many ways that Californians define community, preservationists can better work to ensure historical and cultural resources are considered valuable parts of those communities and, therefore, support the vision articulated in this plan.

Plan Goals and Objectives

This State Plan identifies five broad, "umbrella" goals to help California move towards the vision identified earlier in this plan. Each goal is the accompanied by four objectives and a set of suggested activities. These suggested activities encompass actions that could be carried out by various members of the preservation community, not just the Office of Historic Preservation (OHP). For this reason, the lists of suggested activities below may appear lengthy, but that is only because they are intended to spark discussion and generate ideas for additional activities an organization or agency may choose to take on. (Those activities on which the Office of Historic Preservation will particularly focus its efforts over the next five years are marked with an asterisk; however, the OHP could potentially assist with any of these activities as resources allow.)

Each of the following five goals not only helps to achieve the goals that follow, and build upon, it but also may overlap with them, and therefore some suggested activities will help to meet multiple goals and objectives. For this reason, these goals must be viewed as a whole, and worked towards collectively. The following illustration is intended to help readers visually understand how the goals are inter-related and build upon one another.



The largest circle, encompassing the other four goals, represents the ultimate goal of this plan—to protect and sustain historical and cultural resources in California. The other goals, and the objectives and suggested activities discussed under them, are directed towards fulfilling this ultimate goal.

Readers may view this goal as the end result this plan hopes to achieve (thus the reason it is discussed last in this plan), however, it could also be seen as the starting point in identifying the "why" underlying the other goals.

In order to reach this goal of protecting historical and cultural resources, we start with the basic goal of seeking to redefine how the public perceives preservation. This goal is about helping Californians understand, and through that understanding come to care about, the cultural resources in their communities.

The two goals that follow from redefining how the public perceives preservation will also help to meet that initial goal. First, the preservation community must push beyond its traditional boundaries to develop partnerships with new constituencies, as well as continuing to nurture those partnerships we have historically had. Second, we must convey to the general public the many ways that cultural resources contribute to a community's livability and sustainability.

All three of these initial goals build towards the broad goal of fostering a preservation ethic in the minds of Californians—not only preservationists or historians but Californians as a whole. Only by seeking to build this preservation ethic in the people of our state can we hope to reach our ultimate goal of preserving historical and cultural resources.

Redefine the public's perception of preservation

Goal I: Expand the constituency for preservation by conveying the broad scope of what is considered a historical or cultural resource and communicating how communities can identify, protect, and make use of what is important to them.

A small percentage of people consider themselves to be "preservationists." A 2011 report by the National Trust for Historic Preservation identifies 500,000 individuals in the U.S (or just .16 percent of the population) as "preservation leaders"—those for whom preservation is a primary focus of their personal interests and/or careers. (Field Guide to Local Preservationists, page 3)

And yet when posed with questions that seek to determine the degree to which people care about the older resources of their neighborhoods, whether they would strictly be considered historically significant or not, many more people show an appreciation for the value such resources add their communities. The same National Trust reports goes on to identify 15 million "local preservationists" (people who are regularly engaged in preservation-related activities), 50 million "active sympathizers," and 120 million passive consumers. Tapping into the energies and interests of these people is integral to moving the preservation movement forward in the 21st century.

So what explains the numbers gap between those who consider themselves preservationists and those who claim to care about and value the historic and cultural resources of their communities but do not self-identify as preservationists? Some respondents may say it's the language preservationists use, others might attribute it to the preservation community's focus on the tangible (buildings, sites, structures, and objects) and rather than the intangible (the people behind the resources and the stories their lives can tell), and many would point to a sense of elitism on the part of the traditional preservation community that causes those who do not consider themselves "insiders" to therefore feel like outsiders. Whatever the cause may be, it is a fact that the majority of people do not feel welcome

at the "preservation party"—whether that is because they were never sent an invitation, never opened the one they were sent, or simply misunderstood it.

In order for the preservation movement to sustain itself, especially in difficult economic times, it is imperative that a greater percentage of the population come to consider themselves preservationists (or whatever term works for them)—that is, they care about and advocate for the protection of historical and cultural resources in their communities.

This goal also is about changing the way that preservationists perceive what is significant, and therefore worthy of preservation, in order to better meet the needs of the communities in which resources are located—they are, after all, the ultimate "customers" or users of those resources.

The following objectives will help achieve Goal I:

Objective I.A: Expand the focus of preservation efforts beyond that of the physical environment to also include the cultures and stories behind the resources.

Objective I.B: Increase recordation and designation of resources that reflect the uniqueness and diversity of California in surveys, inventories, and local, state, and national registration programs.

Objective I.C: Improve access to information about historical and cultural resources for public agencies and private organizations as well as the general public.

Objective I.D: Empower communities to adaptively re-use resources that no longer serve the community's needs.

Suggested activities to carry out these objectives include:

- Provide more interpretation of historical and cultural resources, using a wide variety of delivery methods
- Promote the preservation of resources for more than interpretive purposes by educating organizations and agencies about other types of uses that might better serve a community's needs.
- Increase the number of contexts (statewide and community-specific) to assist in conducting surveys and preparing individual nominations. *
- Conduct surveys that focus on resource types that haven't been adequately identified and evaluated in the past. *
- Update older nominations to include more information about groups traditionally under-represented in nominations.
- Provide up-to-date information about built environment resources online at no cost. *
- Develop a strategic plan for the California Historical Resources Information System (CHRIS) to help it better serve the needs of its customers and the general public. *
- Celebrate and provide examples of successful "outside the norm" nominations and adaptive re-use projects that others can learn from. *

- Get involved as early as possible to work with community groups to identify options for adaptive re-use of a resource
- Provide more information about how adaptive re-use is allowed for under the Secretary of the Interior's Standards for the Treatment of Historic Properties. *
- Disseminate information about the CHRIS and the use of and access to its inventory, including information specifically directed towards tribal groups. *
- Prepare technical bulletins for California based on National Register bulletins but that speak to California's resources and issues. *

Develop partnerships

Goal II: Increase collaboration and partnerships between preservationists and a diverse array of non-traditional partners in order to broaden the constituency for preservation and maximize resources.

If the preservation community continues to focus simply on its traditional partners, it would be impossible to achieve a vision where the majority of people consider themselves to be preservationists. For this reason, it is imperative that we look to form and build upon partnerships with those organizations and agencies who have interests that overlap with (and possibly even appear to conflict) with our own. This includes such partners as tribal organizations, building inspectors, designers, advocates for accessibility improvements, developers and construction trades representatives, public art advocates, realtors, utilities, and local community/ neighborhood organizations. By reaching out to these groups, we can help them to understand where their interests and those of preservation intersect, and can help correct any misconceptions they may have about preservation and preservationists.

In difficult economic times, partnerships become paramount because limited funding restricts our ability to achieve goals on our own. Through working with both traditional and non-traditional partners we can maximize our efforts by sharing the workload, eliminating duplication of effort, identifying the best entities to carry out certain activities, and ensuring we're all working towards the same ends.

The following objectives will help achieve Goal II:

Objective II.A: Create opportunities for a wider range of individuals and organizations to participate in historic preservation and foster collaboration and exchange of information among these partners.

Objective II.B: Build coalitions among diverse environmental organizations and others concerned about land-use policies.

Objective II.C: Establish or expand partnerships with agencies and entities involved in economic development efforts that involve cultural resources, including those in the tourism industry.

Objective II.D: Develop training opportunities for non-traditional partners such as local building officials, design professionals, universal access advocates, building trades representatives, realtors, developers, utilities, and community organizations.

Suggested activities to carry out these objectives include:

- Have a preservation presence at statewide and regional conferences of advocacy and professional organizations of potential partners including environmental advocacy organizations, local and regional planning agencies, and economic development and travel/tourism conferences and meetings. *
- Invite representatives of these organizations and agencies to attend and speak at preservation functions and forums.
- Create a citizens guide to historic preservation in California. *
- Create forums where traditional and non-traditional preservation partners can share information and discuss questions, problems, issues and best practices.
- Hold workshops or roundtables devoted to landscapes issues and invite land managing agencies and organizations to participate.
- Create training programs aimed specifically at non-traditional partners and/or the general public—ensure the programs are understandable and speak to the issues important to their intended audience. *
- Reach out to the professional planning community, including the American Planning Association, to provide training materials on integrating historic preservation into land use planning processes and programs. *

Contribute to community

Goal III: Communicate and improve upon the many ways that historic and cultural resources contribute to the livability and sustainability of our communities.

Awareness is key to achieving the vision put forward earlier in this plan. If the people of California are not aware of the myriad ways historical and cultural resources contribute to their communities, they cannot be expected to care for and to work to protect these places. Building on the partnerships envisioned in Goal II above, preservationists can work with and through a variety of different partners to better educate Californians in all walks of life about the ways that historical resources contribute to the environmental, economic, and social sustainability of our communities—neighborhoods, cities, counties, region, and even the state as a whole.

In a sense, preservation must highlight the fact that it is an integral part of the environmental/ sustainability movement. The past decade has already witnessed cultural resources taking their rightful place in the host of resource types and issues that fall under the umbrella of "the environment." Although this change has mainly occurred in the realm of project-specific environmental review, it has allowed preservation to gain a necessary foothold within the larger environmental community that can now be built upon and strengthened.

The following objectives will help achieve Goal III:

Objective III.A: Increase public awareness of the economic, social and environmental values and benefits of historic preservation.

Objective III.B: Collaborate with stakeholders to highlight and identify best practices for productive use and greater appreciation of historic properties.

Objective III.C: Include preservation of historical resources in economic development strategies at all levels of government.

Objective III.D: Incorporate cultural resource considerations into long-term planning, and balance growth with preservation by emphasizing preservation as a tool for maintaining and revitalizing communities.

Suggested activities to carry out these objectives include:

- Issue media advisories that highlight successful preservation projects and focus on the larger community the resource serves and benefits.
- Invite public officials to ribbon-cutting ceremonies and other events where historical resources are being honored.
- Focus preservation awards programs on projects that have made significant contributions to their communities, and discuss these contributions during awards ceremonies and in promotional and press materials. *
- Use the web to put forward examples of approaches and projects that can serve as models for future preservation efforts and focus on these specific successful examples in newsletter articles, training, and conferences. *
- Include a "preservation seat" on local and regional economic development planning and advisory bodies.
- Submit comments on pending economic development plans to ensure inclusion of preservation in plan strategies.

Foster a preservation ethic

Goal IV: Cultivate a sense of stewardship for historical and cultural resources, and the belief that these resources, and the stories they can tell, enrich our lives and our communities.

When Californians have been informed about preservation—what it is and the methods it promotes—and are aware of the value of historical and cultural resources and the benefits they provide to the livability and sustainability of communities, people will care more about these resources and acquire a sense of responsibility, of stewardship, for them. It is important that preservationists cultivate and nurture that sense of stewardship and reinforce the idea that historical resources enrich the lives of both individuals and communities.

Thus, the three goals previously discussed in this plan should lead to an increased preservation ethic on the part of the general population. People will work to preserve historical and cultural resources because they know that these resources are important to maintaining the health (economic, environmental, and social) of their neighborhoods. However, being concerned about the disposition of the historic corner market or single-screen theater down the block does not necessarily lead to advocacy for preservation on a broad scale. For this reason, preservationists must continually work to

cultivate that burgeoning preservation ethic—in order for it to be translated into action and activities that lead to the protection of historical and cultural resources throughout California.

The following objectives and suggested actions will help achieve Goal IV:

Objective IV.A: Educate the public about historical and cultural resources, why they matter, and ways to use and protect them.

Objective IV.B: Provide increased opportunities for the public to access and interact with historical and cultural resources in order to help them recognize, embrace and actively participate in the management of their heritage.

Objective IV.C: Develop and promote heritage tourism as a vehicle for economic development.

Objective IV.D: Incorporate information about California's historical and cultural resources and the importance of their preservation into formal and informal educational programs statewide.

Suggested activities to carry out these objectives include:

- Promote the Teaching with Historic Places program and make curriculum development experts aware of the program as a resource—consult with professional educational organizations to inquire how the preservation community can assist them in teaching our state's history in the classroom. *
- Research other states' outreach to the education community to find models to use in California; e.g., Colorado's HistoriCorps program. *
- Develop educational and outreach materials in languages other than English. *
- Work to have historic preservation integrated into the K-12 history curriculum where appropriate.
- Locate new sources of funding to subsidize school field trips to historic places.
- Actively participate in the California Cultural and Historical Tourism Council and work with the Council to develop a pilot program to demonstrate the value of heritage tourism along a selected heritage corridor. *
- Create events and activities at historical and cultural resources that are specifically designed to make the resources a part of the community's everyday life (e.g., farmers markets, neighborhood meetings, outdoor concerts, community gardens).

Protect historical and cultural resources

Goal V: Protect, preserve, restore and maintain historical and cultural resources throughout California, for the education, enjoyment and enrichment of present and future generations.

The four goals discussed previously lead, therefore, to the ultimate goal of this plan—the preservation of historical and cultural resources, not simply for the sake of preservation itself, but for the education, enjoyment and enrichment of current and future residents of, and visitors to, our great state. And although the four previous goals in this plan help get us to this point, there are specific actions we can

and should be taking that, rather than working to effect change by changing hearts and minds, have a direct impact on how historical and cultural resources in this state are treated by those individuals, agencies, and organizations with jurisdiction over them.

The following objectives and suggested actions will help achieve Goal V:

Objective V.A: Provide assistance to public agencies to ensure consideration and appropriate treatment of heritage resources as part of project planning and implementation.

Objective V.B: Educate and advocate for the development and enforcement of legal protections for cultural resources, including comprehensive preservation plans and strong local ordinances.

Objective V.C: Working with the State Legislature and local governments, propose legislation protecting, strengthening and developing historic preservation incentives.

Objective V.D: Require early and comprehensive consultation between public agencies and tribal organizations, as well as other interested parties.

Suggested activities to carry out these objectives include:

- Train local government historic preservation commissioners, planning staff and officials in historic preservation goals and practices. *
- Develop technical assistance providing guidelines for identifying and evaluating cultural landscapes as a means of helping decision makers look at the bigger picture when assessing project impacts. *
- Create positive, proactive working relationships between advocates and agencies that exist outside the confines of any specific project.
- Teach public agencies that consultation is a relationship, not just a process, and should be ongoing and regular, rather than project-specific. *
- Identify new and innovative funding sources to support cultural heritage initiatives.
- Educate property owners about historic preservation incentives available to them at the federal, state and local levels; and assist local governments in establishing new incentives. *
- Working with the Green Building Council, strengthen LEED points for preserving historic buildings. *
- Support the use of language in land-conveyance documents to ensure preservation of resources if the land is purchased by a public agency for open space or mitigation purposes. *
- Work to amend the California Environmental Quality Act (CEQA) to mandate cultural resources protection whenever possible and refine the categorical exemptions to prevent inadvertent site destruction.
- Develop tribal consultation guidelines for use by public agencies in carrying out CEQA and Senate Bill 18 responsibilities. *

- Help more local governments achieve Certified Local Government status, address cultural resources in general plan updates, and adopt comprehensive cultural resources ordinances and processes for CEQA compliance. *

Issues

Cultural Landscapes

The National Park Service defines cultural landscapes as "a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values." In essence, a cultural landscape represents a complex set of geographical relationships reflecting the impact of cultural and economic forces on the land. As such, cultural landscapes are an ideal way to help communities understand and value their historical resources within the larger contexts in which they were developed and used.

Population increases in traditionally rural areas, revitalization and infill in urban core areas, heritage tourism, a growing interest in people-oriented city planning, an understanding of the important role of agriculture and industry in California's development, and the cultural experiences of various Native American and immigrant groups all have contributed to the importance of identifying, understanding, evaluating, and preserving cultural landscapes and their components. Identification, evaluation, and registration programs have been expanded to include consideration of landscape issues, but much more work in these areas remains to be done, especially in providing guidance to those seeking to use these programs for landscapes in their communities. Once recognized, landscapes then need to be treated in a sensitive manner that considers both the evolution of the property and the need to maintain its historicity and authenticity. This requires a different way of viewing landscapes, and potential impacts to them, than what is traditionally used for single resources and historic districts.

Cultural Diversity

California has witnessed the growth and development of the most diverse collection of peoples and cultures found anywhere in the world. More than any other state, California's historic fabric is a layering of cultures beginning with Native Americans and followed by waves of immigrants from around the world, each of whom has added their own value and meaning to the resources they build and use. This phenomenon has produced a multi-cultural society in California that is representative of nearly every ethnic, racial, cultural, social, and religious group on earth. And California's culture and history will continue to evolve and grow, adding new layers and new stories on top of those already embodied in its resources.

Although this offers incredible opportunities for learning from the past and increasing understanding and tolerance of all the stories that make up California's history, it also poses challenges that must be met in order for all Californians to gain an appreciation for preservation of these resources. Cultural diversity has been an issue in every one of California's state plans since 1995, but unfortunately not enough inroads have been made to address the issue. With the understanding that public funding to address this and other issues in the future is not likely to increase, the challenge for the preservation community is to address this problem using innovation and technology while working within existing resources. These efforts, although incremental, can sow the seeds of a more culturally diverse approach to historic preservation in California. This in turn will lead to a greater percentage of the population having an interest in preservation as a result of increased association with and understanding of the historical and cultural resources in their communities.

Preservation is more effective when it better reflects the diversity and multiculturalism of California's communities. A shared public understanding of the value of a historic resource better protects the resource. The recognition of vernacular architecture, social history, cultural diversity, and intangible traditions and beliefs greatly expands the diversity of resources with potential to be considered historically significant. Social history allows a building's use, association, and symbolic value to contribute to its significance. Along with the diversity of resources comes a diversity of perspectives on history and what is worth preserving. As the significance of a structure is enhanced by viewing it through a wide-angle lens to encompass its landscape, so can the value of history be enhanced by using the broader perspective of diversity. When everyone has the opportunity to be heard, and recognized for their contribution to the American experience, there is a greater potential for a true consensus for preservation.

Cultural diversity has been an issue identified in this Plan since 1995, and a subject of significance since 1979 when the OHP initiated a survey project to identify cultural resources associated with the five largest ethnic minority groups in California during the 50 years after 1848. The results of the survey were compiled and published as *Five Views: An Ethnic Historic Site Survey for California* in 1988. The original publication of Five Views included American Indians, Black Americans, Chinese Americans, Japanese Americans, and Mexican Americans. Today, a revised publication could feature five more views – perhaps Italian, Portuguese, Basque, Russian, and Jewish – or even fifty more views – among them Sicilian, East Indian (known historically as Asian Indian), Filipino, Swiss, Serbo-Croatian/Yugoslav, Armenian, and Korean.

It is essential to remember that cultural diversity does not necessarily imply a certain architectural style. Historic context is far more important. For example, San Jose's Japantown buildings do not look specifically Japanese. The town of Locke (built by Chinese American for Chinese Americans) does not look like the "Chinatown" visitors might expect. The Preserve America program, discussed in more detail later in this section, provides many examples in California of this phenomenon where the resources in a community do not necessarily look like they were built by a specific cultural group, or may not have been built by that group but is a place they have moved to since the neighborhood's construction. Whatever a neighborhood's resources might look like and whoever built them should not be the deciding factors in assessing significance. As discussed in *Five Views*, it is the social history of these communities that is significant to the development of California.

Meaningful Consultation

For purposes of this plan, the term consultation is used broadly to describe a collaborative process between public agencies that seek to engage in activity that may have an impact on historical resources and the many stakeholders who have an interest in those resources. As such, consultation is an important aspect of ensuring full public participation in the decisions being made by agencies as they relate to historical resources. Some federal and state laws put in place specific legal requirements for consultation, and that type of legally-required consultation could be viewed as a subset of the broader definition described above.

Whether consultation is legally required or not, it is imperative that the preservation community work to ensure they have a seat at the table when decisions are being made that could impact historical resources. That means being aware of potential projects and getting involved in the process as early as

possible. Ideally, the best way to achieve this is for preservationists to create and develop ongoing relationships with public agencies so that when projects come up, they can be analyzed and discussed by individuals who are already familiar with the missions and concerns of the people involved. The creation of these relationships, however, obviously goes both ways; and, therefore, it behooves public agencies to reach out to stakeholders in order to help build and nurture these relationships rather than simply waiting for the public to approach them.

It is important to note that consultation, even when it is legally required, does not mandate a specific outcome. Rather, it is the process of seeking, discussing, and considering the views of stakeholders about how potential impacts to historical resources should be handled. Thus, being a part of this process, and bringing to the table ideas for ways to improve a project in terms of possible impacts, is essential for those who care about these resources.

Consultation is especially important in relation to California Indian tribal concerns; and tribes, and their rights, are specifically called out in the regulations that cover consultation under Section 106 of the National Historic Preservation Act (36 CFR Part 800). Far too often, tribes are contacted late in the process and are therefore given minimal opportunity to voice their concerns or to work with the public agency to see if changes can be made to the proposed project in order to minimize impacts to historical and cultural resources. Federal regulations require agencies to consult with federally-recognized tribes, and in California it is required that they show proof of having consulted with non-recognized tribes as well. There are more than 565 federally recognized tribes nationwide, with 19 percent of those being California tribes. Tribal Historic Preservation Officers (THPO) carry out the responsibilities of the State Historic Preservation Officer when an agency is consulting on a project involving tribal lands—there are 131 THPOs nationwide, with 25 of those in California. The large number of tribes and THPOs in California makes it even more important that public agency staff understand the rights of tribes during the consultation process and the responsibilities, both legal and ethical, of agencies to engage with and listen to tribes and their concerns.

Information Management

Information management is fundamental to the successful identification, management, and protection of historical resources. Although it is convenient to think of “information management” as a set of computer hardware, data, programs, and the methods for using and accessing them, the term covers a much broader range of issues and activities. Whether by word of mouth, handwritten notes, typed form, or processed electronic data, the nonstop production and flow of information on historical resources in California is beyond the means of any one agency or organization to manage. Deciding what information to release to whom, and when to release it, is a constant challenge that requires consideration of resource protection, fairness to those seeking information, and the concerns of those whose heritage is represented in part by those resources.

The Office of Historic Preservation is the primary keeper of a statewide inventory of this information, but it must find ways to successfully partner with and lead others in order to effectively manage the data for which it is responsible. OHP manages the inventory and provides access to it through the California Historical Resources Information System, composed of the State Historical Resources Commission, OHP, and eleven regional Information Centers (ICs). Unfortunately, the ICs must rely largely on their own income to fund the work they do. As a result, they often must focus their activities

and decisions on maintaining adequate income to continue their basic operations and this takes resources away from effectively implementing steps to standardize or modernize their operations.

In order to achieve the goals and objectives in this plan, it is imperative that more information about historical resources in California be made available to a greater number and wider variety of agencies, organizations and individuals. It is illogical to expect people—whether they be individuals, non-profit organizations, or public agencies—to care about, plan for, and advocate on behalf of resources they don't even know about. With increased funding and effective planning, support, and implementation, many improvements in management of the CHRIS inventory can be accomplished. Additionally, better partnering and communication amongst those with similar responsibilities and needs could help make management of historical resources information more efficient and effective.

Archaeological Resources

Prehistoric and historic archaeological resources include the physical ruins and the objects of past daily life. These ruins and objects are often our only sources of information for significant periods of California's history and have the potential to reveal parts of the prehistory of ancient California as well as aspects of more recent California history that were never put into words. The diverse base of archaeological resources in California provides a tangible connection to our collective heritage and is a worthy focus of preservation efforts.

The State Historical Resources Commission has adopted a series of draft white papers that are currently going through public review. These white papers, along with public comments submitted about them and responses to those comments, are available at http://www.ohp.parks.ca.gov/?page_id=26522.

Ideas from those white papers have been incorporated into the vision, goals, objectives, and suggested actions identified in this plan. The white papers identify and discuss five issues of particular relevance to archaeological resources: Conservation, Curation, Interpretation, Preservation, and Standards and Guidelines. In each of these areas, tasks are identified to help bridge the gap from the current situation to an ideal vision for the management of archaeological resources. By carrying out those tasks, these resources would not only be better protected from harm but also would be better understood and valued by the public. Many of these tasks have been incorporated into the lists of suggested activities included in this plan.

[Note: A summary of the white papers based on their current status in terms of the public comment and response process will be included as an appendix in this plan when it is produced in final form.]

Heritage Tourism

The National Trust for Historic Preservation defines heritage tourism as "travelling to experience the places and activities that authentically represent the stories and people of the past." Travel industry officials generally view heritage tourism as one segment of a larger category of travel, often called cultural tourism, which includes visitation to historic sites as well as museums and other venues for experiencing and learning about arts and history. Various studies over the past few decades have shown a growing interest in travelers' desire to experience artistic, cultural, and historic activities, and have shown that heritage or cultural travelers spend significantly more money per trip, thus leading to

a greater investment in the communities they visit versus other types of travelers. This spending provides direct support to cultural and heritage venues, and it increases public and private support for preservation by demonstrating the economic and social importance of historical resources to communities.

Even in the current poor economic climate, heritage tourism is an important component of dealing with the "New Normal" (as the California Travel and Tourism Commission's 5-Year Strategic Plan calls it). The trends and implications that arise from this new normal show that although consumers continue to travel, they do so with heightened attention to costs, and although they continue to seek luxury, they have redefined the term to encompass quality of experience and value. Heritage resources, because they are usually lower priced that other recreational activities, appeal to consumers looking for greater value while at the same time seeking a memorable and engaging experience.

California has benefited and will continue to benefit from the growth of cultural and heritage tourism, both because of its rich heritage and its position as a top travel destination. Heritage tourism does, however, pose challenges in addition to offering rewards. Historic preservation professionals and those in the tourism industry must build relationships and learn to communicate effectively, so that each can learn and benefit from the other's strengths and knowledge. Heritage tourism also requires regular and effective communication between those agencies and organizations operating on a statewide basis and those that are more regional or local in their focus. By forming and building strong partnerships between the preservation community and those involved with promoting and coordinating travel in the Golden State, historical and cultural resources will become more well-known and appreciated by a broader range of citizens of and visitors to California.

California Main Street and Preserve America Programs

The California Main Street and Preserve America programs are two community-based programs that can significantly help neighborhoods with economic and cultural revitalization efforts.

The California Main Street Program (CMSP) has been a highly successful local economic development tool since its inception in 1986. Although funding for State oversight of the program was eliminated in budget cuts in 2002/2003, the program continues to exist through a partnership between the Office of Historic Preservation and the non-profit California Main Street Alliance. The CMSP is based on the National Trust for Historic Preservation's "Main Street Approach" to revitalize commercial districts. The National Trust defines this approach as a "community-driven, comprehensive methodology used to revitalize older, traditional business districts." Local main street programs can be structured in several ways. Whether the program is based in a non-profit organization or a public agency, the approach is volunteer-driven, and engages and is supported by stakeholders in the district's revitalization efforts. California currently has 23 designated or accredited Main Street programs.

The California Main Street communities are proven economic revitalization programs that preserve and enhance vital downtown cores and neighborhoods of both large and small cities in the state. The CMSP is a supporter of smart growth and sustainability policies, and utilizes existing infrastructure, services, and buildings, thereby retaining historical resources. Further, the program promotes planned infill of older downtown cores and is a proven bulwark against economic downturns and against communities losing their downtown economic base to infusions of big-box retailers and to suburban

flight. For these reasons and more, it is imperative that the preservation community in California maintain a strong working relationship with California's Main Street communities and look for ways to enhance and grow this valuable economic revitalization tool.

The Preserve America program recognizes and designates communities—including municipalities, counties, neighborhoods in large cities, and tribal communities—that protect and celebrate their heritage, use their historic assets for economic development and community revitalization, and encourage people to experience and appreciate the local historical resources through education and heritage tourism programs. Benefits of designation include recognition by the White House, eligibility to apply for grants (although grant funding has been zeroed out the past two years), a Preserve America Community road sign, authorization to use the Preserve America logo, listing in an online directory, inclusion in national and regional press releases, and enhanced community visibility and pride. Since the program began in 2003, 843 communities have been designated from throughout the country, 37 of which are communities in California. With its wealth of historical resources in still largely intact neighborhoods, the Golden State surely has many more communities that are worthy of this recognition, and it would behoove preservationists to ensure that more communities are aware of the Preserve America program and can take advantage of its benefits.

Land Use Planning

With the dramatic increase in California's population during the course of the 20th century, the need to systematically and proactively plan for the development of communities became essential to ensuring that these communities continued to serve the needs of existing and newly arriving residents. The American Planning Association defines the goal of land use planning as being the creation of "more convenient, equitable, healthful, efficient, and attractive places for present and future generations." It goes on to point out that good planning helps communities "find the right balance of new development and essential services, environmental protection, and innovative change." With this in mind, it is no wonder that preservationists have long been looking for ways to better integrate their concerns within the larger planning context.

The development of the smart growth movement provides one vehicle for achieving this. Smart growth is an urban planning and transportation theory that concentrates growth in compact, walkable urban centers as a means of avoiding sprawl. The recognition that we can no longer afford to waste our resources, whether they be financial, natural, or human, relates directly to the preservation and adaptive reuse of the material resources and labor represented by historic building stock and infrastructure. Because smart growth promotes mixed use, pedestrian-oriented developments using existing infrastructure, it readily fits with adaptive reuse and revitalization of historic downtowns and neighborhoods, as demonstrated so visibly in Main Street and Preserve America communities.

Historic preservation takes place—or fails to—primarily at the local level. Preservation succeeds when concerned citizens and property owners, preservation advocates, elected and appointed officials, and other local government decision makers work together to recognize, preserve, and appropriately use the historical and cultural assets of their communities by integrating preservation planning strategies and programs into the broader land use planning process. When these players understand the benefits historical resources provide and value those resources as contributors to community character and

quality of life, preservation will be assured of its rightful place at the table when it comes to land use planning decisions.

The rising number of Certified Local Governments in California could point to a general increase in the number of local governments that are integrating preservation concerns into their broader land use planning efforts, but much more work still needs to be done in this area. According to the League of California Cities, there were 482 incorporated cities in California as of July 2011. If you add to this the 58 counties, there are 540 local governments. Of these, 62, or 11.5 percent, are Certified Local Governments. Although there are surely many additional local governments with preservation programs that have been integrated into their land use planning processes, there is currently no way of counting their numbers or gauging the level of preservation taking place in these communities. Through outreach and education, involving both traditional and non-traditional partners, preservationists can continue to make inroads in this area. However, ultimately the push to have public agencies (at all levels, including State and Federal) better integrate preservation concerns into their broader land use planning efforts must come directly from those agencies' constituents, and must represent a large enough percentage of those constituents to motivate these agencies to change what are often very long-held practices and processes.

Sustainability

In its most simple sense, sustainability is the capacity for a system to endure, to survive and thrive over the long term. Most people view sustainability through the lens of environmental stewardship—our responsibility to ensure environmental resources endure over time. As such, the concept of sustainability has become more and more prevalent in the public arena during the past two decades. However, sustainability goes beyond the tangible environment, to also include economic and social dimensions. Whether one views the concept of sustainability from the more narrow environmental context or more broadly defines it, sustainability is inherently and intrinsically linked to the preservation of historical and cultural resources that are valued by a community, but it is imperative that the preservation community work to make the public more aware of this relationship.

Preservation of historical resources aids in environmental sustainability by providing a host of environmental benefits. Rehabilitation projects use fewer materials than new construction and, as a result, also use less energy in the creation or securing of materials. Additionally, less landfill waste is of course generated when a building is rehabilitated versus demolished. When a building is demolished, the embodied energy incorporated in that building, which is estimated at 15 to 30 times its annual energy use, is also thrown away. And reusing a historic building versus new construction on vacant land of course preserves open space, which is so important in improving a community's quality of life.

Historic preservation also aids in the economic sustainability of communities. Not only are rehabilitation projects often less expensive than comparable new construction, but preservation provides other economic benefits, most of which are far more important on a community-wide scale than the actual project costs. Rehabilitation projects tend to be more labor intensive, and that labor often comes from local sources. Although these projects do generally use less new materials, when materials are needed, they are more likely to come from local suppliers. When communities reuse historical and cultural resources as tourist destinations, they bring much needed tourism income into the local economy, and these direct expenditures represent new money for the area, support

community jobs, and further diversify the local economic base. Finally, studies have shown that property values for historic neighborhoods increase at a faster rate than they do for similar homes in non-historic areas—or, in today's economic reality, aren't falling anywhere near as fast.

Few people would question that historical resources contribute to the social, or cultural, sustainability of communities. After all, it is through such resources that communities gain their character and, thus, preserving these resources is how they sustain that character. The historical resources of a community are its common heritage, its connection to the past. They connect the people living and working in a community through a shared sense of place. As the National Historic Preservation Act of 1966 states, "The historical and cultural foundations of the Nation should be preserved as a living part of our community life and development in order to give a sense of orientation to the American people." That orientation, that shared sense of place, that common connection to the past, are all integral to the social sustainability of the places we call home.

Sustainability of our historical and cultural resources also includes preparing and planning for natural disasters. The destructive impact of natural disasters underscores the critical need to implement disaster preparedness strategies to preserve vulnerable historic buildings and archaeological sites. Without established plans for disaster preparedness, emergency response, and recovery, all historical and cultural resources are at risk. There are many resources available to help those who manage historical resources plan for the steps they will take in the event of a disaster, but more work needs to be done to make the public aware of these resources and the importance of undertaking thorough disaster preparedness planning before a disaster strikes.

Incentives

Although the benefits of preservation are widely publicized in terms of aesthetics, and cultural and social impacts, the economic benefits are less documented and recognized. However, the fact that preservation work can leverage significant amounts of private capital, create local jobs, and stimulate other economic activities, including heritage tourism, provides a strong basis for supporting existing and new incentives to preserve historical resources. The rehabilitation and preservation of historic properties occurs every day throughout California. This work may involve minor repairs by owners of historic homes and small commercial buildings to large-scale rehabilitations of commercial property. Many of these projects may be eligible for some kind of economic incentive that would benefit not only the historic property itself but help to improve the quality of life throughout the surrounding community.

On a statewide basis, the primary incentives for historic properties in California remain the 20% Federal Rehabilitation Tax Credit and the State-sponsored Mill Act Property Tax Abatement Program. Additionally, although it is not an outright financial incentive, the California Historical Building Code provides alternative measures for qualified historic buildings that frequently result in rehabilitation cost savings. Other potential federal or state incentives or sources of funding for rehabilitation include the Save America's Treasures program, the Americans with Disabilities Act tax credit and deduction for making any commercial building accessible, and the use of Community Develop Block Grants (CDBG), Transportation Enhancement funds, the state Seismic Retrofit Property Tax Exclusion, and State grants that are funded through the sale of bonds (although at the present time, these funds have been depleted and no such bonds are on the horizon). Additionally, programs like the Preserve America and

Certified Local Government programs provide incentives for preservation through the use of planning grants.

However, despite these state and federal incentives, the true wealth of preservation incentives possibilities exists at the local level. Cities and counties throughout California have realized the value of providing incentives of various kinds to property owners to help with the preservation of historical resources. Often these incentives are low-cost or even no cost to the local government in question. Preservation incentives may include regulatory relief (variances) from compliance with current building codes, and planning or zoning restrictions, fee waivers, transfer of development rights, and grant or low-interest loan programs that can provide economic stimulus at the local level. Local incentives are valuable because they can be tailored to the needs and desires of the community in which they are being considered. Cities and counties can borrow ideas from others who have tried different types of incentives and can study the effects of different incentives within their local communities to see which are the most useful to their residents and property owners.

The preservation community must work on developing creative public-private partnerships to develop incentives, rally the troops, and be prepared and ready for the appropriate time to launch new incentives that would protect, preserve, and rehabilitate California's historical and cultural resources for this and future generations.

Outreach and Education

Outreach and education have always played a primary role in every Statewide Historic Preservation Plan, and this one is no exception. Consistently throughout all three methods of public outreach conducted for this plan, the importance of outreach and education has been brought up again and again. Although much has been done in this arena, especially in more recent years and through the use of new technology, the preservation community still has more work to do if our message is to expand beyond those we traditionally have tried to reach in the past. Much like with information management, the task is too broad and too important for any one organization or agency to take on alone. Rather, it demands the coordinated efforts of a variety of players, not only in the delivery of information, but in ensuring that information gets into the hands of its intended audiences, whatever and wherever they may be. By reaching out to the many players involved in issues that have a bearing on the preservation of these resources and educating them about the value of those resources and the proper ways to treat them, we will be fostering a preservation ethic within our neighborhoods and communities, leading to an increased sense of responsibility for the historical and cultural resources they contain.

The Internet offers many valuable tools for reaching out to preservation's traditional constituencies, as well as new ones. It can be especially useful for reaching younger audiences, and for encouraging discussions and back-and-forth communication between the public and agencies and organizations engaging in preservation activities. Social media sites are especially important as they provide opportunities for discussions and speedy sharing of information that would otherwise simply be impossible to do through more traditional communications outlets like static websites, in-person training, and publications. With its many opportunities, however, come challenges, not the least of which is navigating the myriad sites available to help build and broaden the preservation network. In this arena, as in so many others, partnerships and coordinated planning become paramount so that

agencies and organizations work together to carry out mutually agreed upon action plans and do not duplicate efforts.

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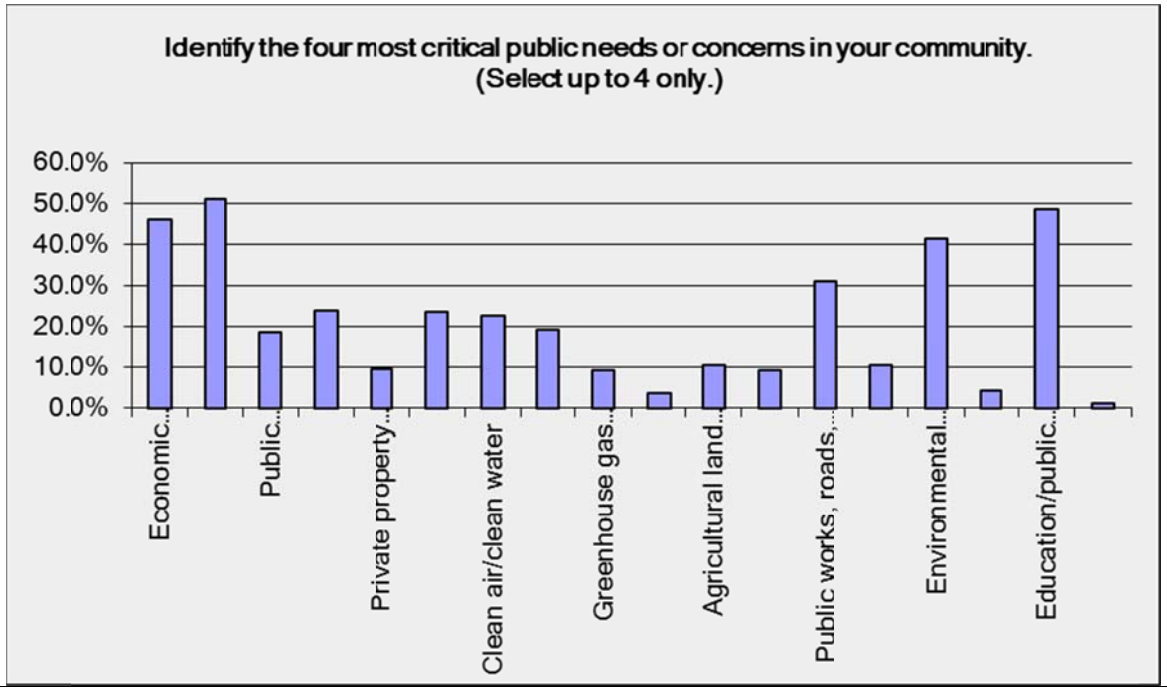
Appendix A – State Plan Public Outreach Efforts

Online Survey 1 – Statistical Responses

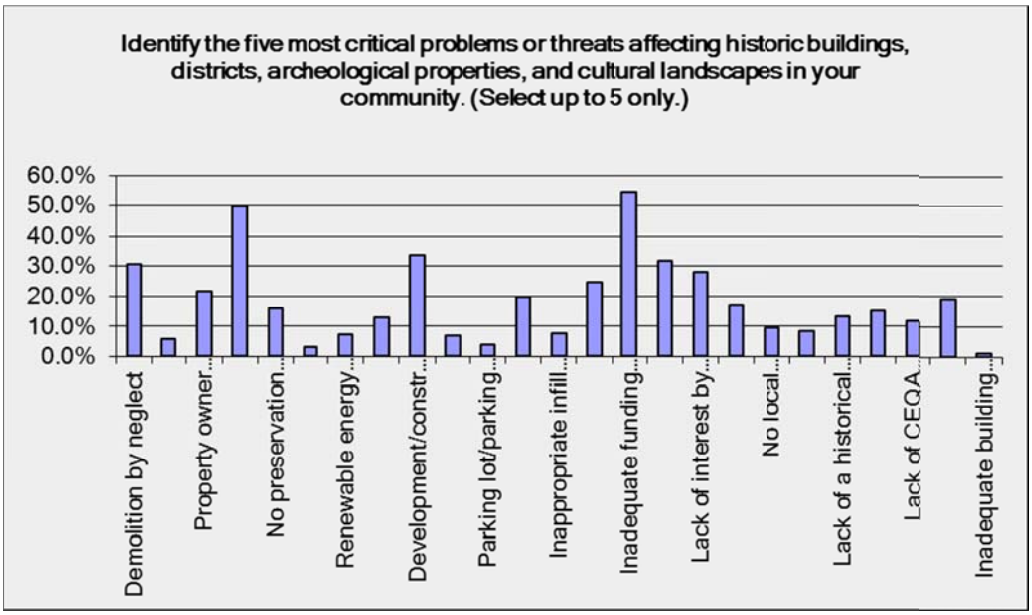
Identify the four most critical public needs or concerns in your community. (Select up to 4 only.)		
Answer Options	Response Percent	Response Count
Economic development/jobs	46.1%	287
Historic preservation	51.0%	317
Public safety/domestic security	18.6%	116
Affordable housing	23.8%	148
Private property rights	9.5%	59
Public transportation	23.6%	147
Clean air/clean water	22.7%	141
Urban/rural sprawl	19.3%	120
Greenhouse gas reduction	9.3%	58
Gentrification	3.7%	23
Agricultural land development	10.6%	66
Ethnic/cultural diversity	9.3%	58
Public works, roads, bridges	31.0%	193
Disaster preparedness	10.5%	65
Environmental protection	41.3%	257
Toxic waste cleanup	4.2%	26
Education/public schools	48.7%	303
Military base closures	1.1%	7



Identify the five most critical problems or threats affecting historic buildings, districts, archeological properties, and cultural landscapes in your community. (Select up to 5 only.)

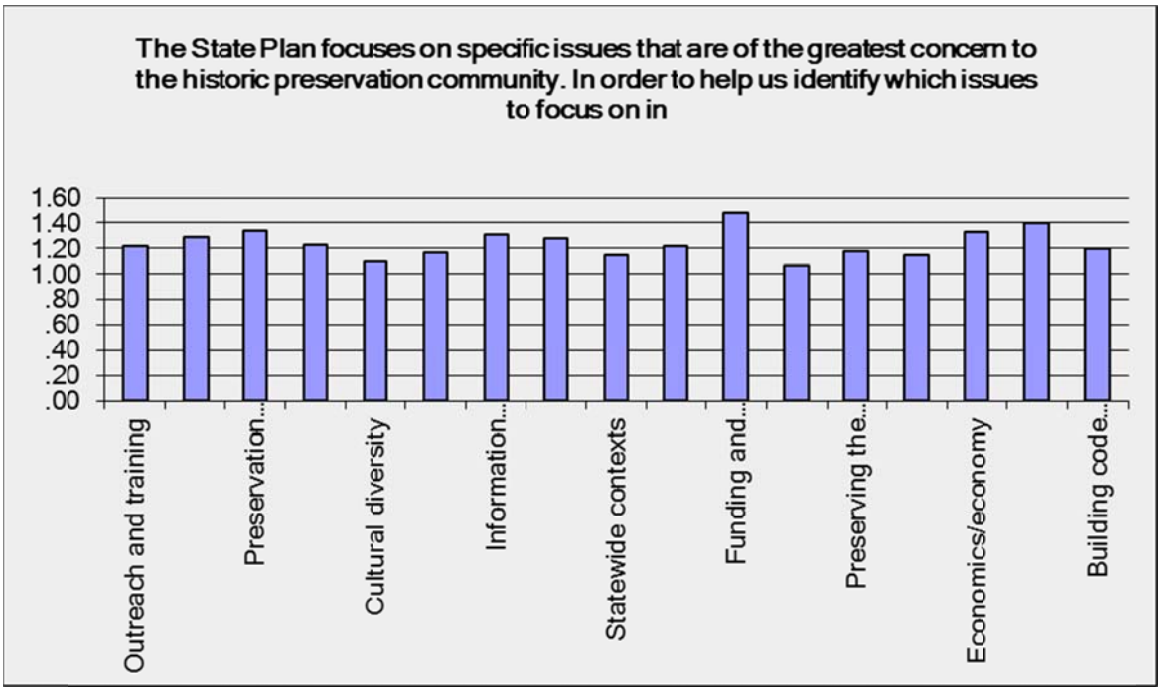
Answer Options	Response Percent	Response Count
Demolition by neglect	30.7%	182
Natural disasters	5.9%	35
Property owner apathy	21.6%	128
Public lacks awareness of/interest in historic resources	49.7%	294
No preservation education in K-12 schools	15.9%	94
Public works projects	3.2%	19
Renewable energy system installations	7.3%	43
Suburban/rural sprawl	13.0%	77
Development/construction pressure	33.6%	199
"Big box" stores	6.8%	40
Parking lot/parking structure construction	3.9%	23
Inappropriate alterations to historic buildings	19.9%	118
Inappropriate infill projects	7.8%	46
Lack of economic incentives	24.7%	146
Inadequate funding for historic preservation activities	54.4%	322
Uninformed decision makers	31.8%	188
Lack of interest by government officials and agencies	28.0%	166
Inadequate enforcement of local preservation ordinances	17.1%	101
No local preservation ordinance	9.5%	56
Lack of involvement by the Office of Historic Preservation	8.3%	49
Lack of a historical resources survey	13.3%	79
Building code or government mandated accommodations (ADA, lead/asbestos abatement, energy conservation, seismic retrofitting)	15.2%	90

Lack of CEQA oversight	11.8%	70
Uneven application of preservation standards by government agencies	19.1%	113
Inadequate building codes	1.4%	8



The State Plan focuses on specific issues that are of the greatest concern to the historic preservation community. In order to help us identify which issues to focus on in the next State Plan, distribute six "votes" among the following preservation issues. You may give more than one "vote" to any individual issue (by using a number greater than 1); however, the total sum of all votes must not exceed six.

Answer Options	Response Average	Response Total	Response Count
Outreach and training	1.22	241	197
Formal education (K-12 and university/college)	1.29	187	145
Preservation archaeology	1.34	226	169
Land use planning	1.23	248	202
Cultural diversity	1.10	92	84
California Main Street	1.17	69	59
Information management and access	1.31	173	132
Cultural landscapes and sites	1.28	290	226
Statewide contexts	1.15	71	62
Heritage tourism	1.22	254	208
Funding and incentives for preservation	1.48	587	396
Partnerships	1.07	135	126
Preserving the recent past	1.18	174	147
Sustainability	1.15	174	151
Economics/economy	1.33	235	177
Professional certification/standardization	1.40	125	89
Building code understanding	1.20	79	66


The State Plan focuses on specific issues that are of the greatest concern to the historic preservation community. In order to help us identify which issues to focus on in
1.60
1.40
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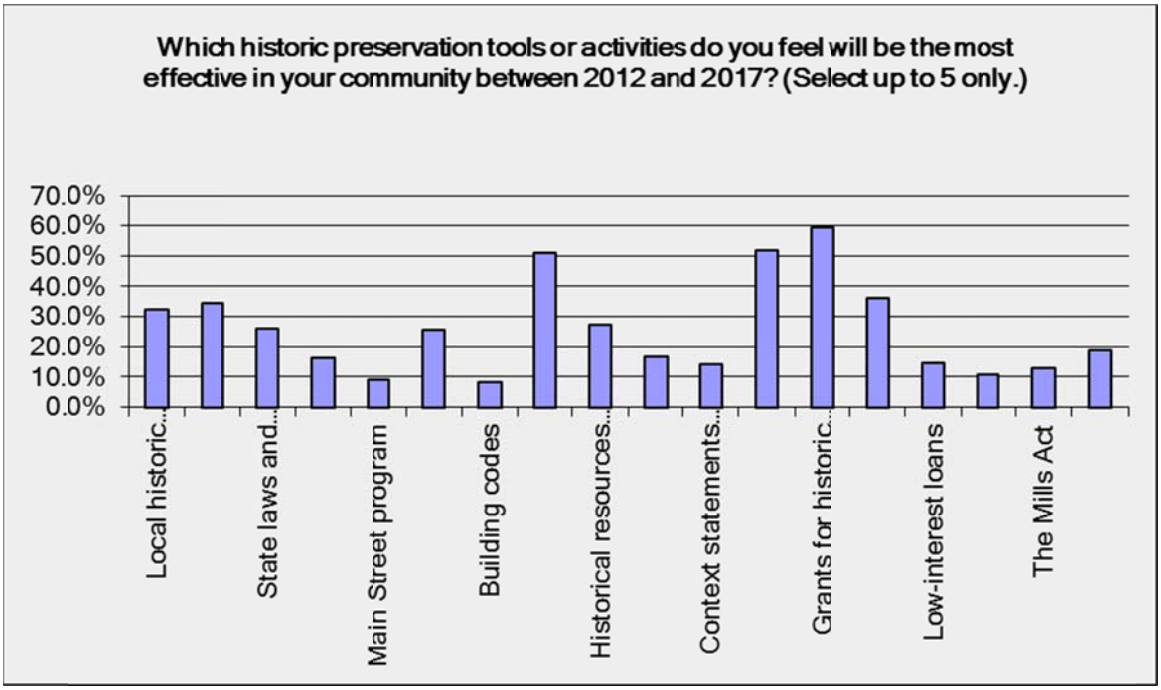
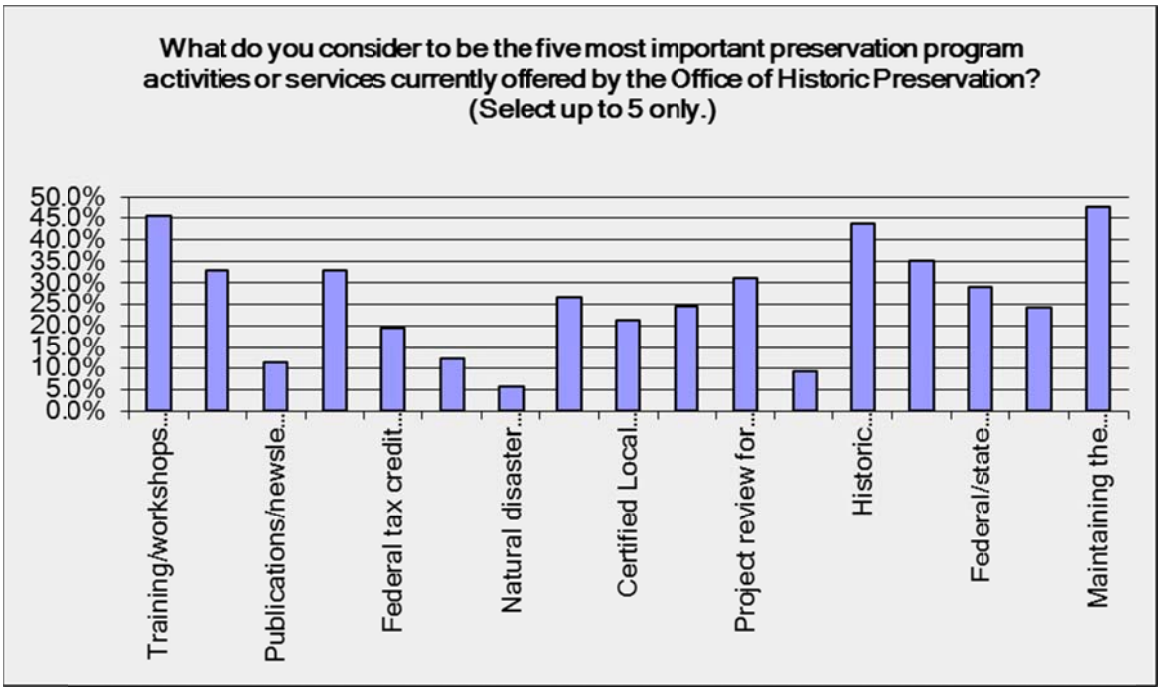
Outreach and training
Preservation...
Cultural diversity
Information...
Statewide contexts
Funding and...
Preserving the...
Economics/economy
Building code...

Which historic preservation tools or activities do you feel will be the most effective in your community between 2012 and 2017? (Select up to 5 only.)		
Answer Options	Response Percent	Response Count
Local historic preservation ordinances and commissions	32.4%	177
Local zoning regulations that recognize historical and archaeological properties	34.7%	190
State laws and regulations (such as the California Environmental Quality Act)	26.0%	142
Federal historic preservation laws and regulations	16.3%	89
Main Street program	9.0%	49
Active involvement by the Office of Historic Preservation	25.6%	140
Building codes	8.2%	45
Increased public education and information	50.8%	278
Historical resources surveys	27.4%	150
Oral histories	16.8%	92
Context statements for evaluation of historical resources	14.1%	77
Local historic preservation incentives	51.7%	283
Grants for historic preservation activities	59.4%	325
Income tax credits for rehabilitation projects	36.2%	198
Low-interest loans	14.8%	81
Historic preservation covenants	11.0%	60
The Mills Act	13.0%	71
Early and open communication between government/developers and tribal groups	19.0%	104



What do you consider to be the five most important preservation program activities or services currently offered by the Office of Historic Preservation? (Select up to 5 only.)		
Answer Options	Response Percent	Response Count
Training/workshops/public outreach	45.4%	229
Technical assistance	32.9%	166
Publications/newsletters	11.5%	58
Preservation planning	32.9%	166
Federal tax credit program	19.6%	99
Seismic retrofit program	12.3%	62
Natural disaster recovery	5.8%	29
Sustainable preservation	26.8%	135
Certified Local Government (CLG) program	21.2%	107
Project review for Section 106 (Federal)	24.6%	124
Project review for CEQA (State)	31.3%	158
Architectural plan review	9.3%	47
Historic Preservation Fund grants (Federal)	43.7%	220
California Heritage Fund grants/loans (State)	35.1%	177
Federal/state historic registration programs	29.0%	146
Historical and archaeological resources survey programs	24.2%	122
Maintaining the Statewide Historic Resources Inventory	47.6%	240



Which new or expanded activities should the California Office of Historic Preservation focus on over the next five years? (Select up to 5 only.)		
Answer Options	Response Percent	Response Count
Provide more training and technical assistance to local historic preservation staff and commissions	21.1%	110
Compile and disseminate information on local "best practices" related to historic preservation	25.5%	133
Encourage, and assist with, the creation and enforcement of local preservation ordinances	21.1%	110
Assist cities in preparing preservation elements as part of their General Plans	28.0%	146
Provide more training, technical assistance, and oversight of review of historical resources under the California Environmental Quality Act	23.8%	124
Provide for online access to the Statewide Historic Resources Inventory (excluding confidential sites)	26.4%	138
Complete the conversion of historical resources data to GIS format	24.9%	130
Provide more downloadable forms on the web	6.9%	36
Target additional resources towards social media to promote preservation	8.4%	44
Develop and disseminate information about the economic and cultural value of historic preservation in California	30.1%	157
Conduct training workshops for the general public related to historic preservation practices	23.9%	125
Develop additional guidance for compliance with state and federal historic preservation regulations	11.5%	60
Disseminate clear direction regarding Section 106 documentation	9.8%	51
Develop guidance for archaeological fieldwork and reporting	10.3%	54
Work to better coordinate preservation efforts with state, regional, and local disaster preparedness planning and response	9.6%	50
Assist in protecting Native American sacred sites	18.4%	96
Support coordination efforts with recognized and non-recognized Native American tribes	10.5%	55
Encourage youth participation in preservation activities	26.1%	136
Provide more outreach to university/college students	11.5%	60
Provide more direction in the identification, registration and preservation of culturally significant resources	24.1%	126
Support heritage corridor programs and partner with other agencies to create new heritage corridors	12.1%	63
Reach out to developers and real estate professionals to increase their historic preservation awareness	27.6%	144
Partner with natural resource conservation organizations to work towards mutual goals	17.6%	92
Be more proactive in the identification of sites that are potential landmarks or eligible for registration	28.5%	149
Create a program to provide professional certification of those evaluating historical and archaeological resources	18.8%	98

Online Survey 2 – Questions Asked

How would you recommend counteracting the lack of awareness about historic preservation among the general public?

What do you think are the most effective tools for preserving historical and archaeological resources in your community? Why?

What do you think are the most critical threats or challenges to preservation of historical resources in your community? Why?

What would you recommend as the best ways to motivate government agencies to integrate preservation concerns into their land use planning efforts?

Individuals Interviewed by Office of Historic Preservation Staff

Claire Bogaard, founding member, Pasadena Heritage; former member, State Historical Resources Commission

Mike Buhler, Executive Director, San Francisco Architectural Heritage

Meg Clovis, Cultural Affairs Manager, County of Monterey

Steade Craigo, Senior Restoration Architect (retired), California Office of Historic Preservation

Mark DeBacker, Vice Chair, City of Santa Rosa Cultural Heritage Board

Roberta Deering, Preservation Director, City of Sacramento

Sandy Elder, Program Analyst (retired), California Office of Historic Preservation

Tom Gates, California Energy Commission; formerly Yurok Self-Governance Officer and Tribal Historic Preservation Officer and Coordinator, North Coastal Information Center

Elizabeth Greathouse, Coordinator, Central California Information Center

Matt Hall, Coordinator, Eastern Information Center

Anthea Hartig, Executive Director, California History Society; (formerly Director, Western Region, National Trust for Historic Preservation)

Karana Hattersly-Drayton, Historic Preservation Project Manager, City of Fresno

Cindy Heitzman, Executive Director, California Preservation Foundation

Amy Huberland, Coordinator, Northeast Information Center

Leigh Jordan, Coordinator, Northwest Information Center

Blaine Lamb, Division Chief, Archaeology, History and Museums Division, California State Parks

Christy McAvoy, Founding Principal, Historic Resources Group

Michael McGuirt, Cultural Resource Specialist, California Energy Commission

Larry Myers, Executive Secretary (retired), Native American Heritage Commission

Jay Platt, Planner, Historic Preservation and Urban Design, City of Glendale

Dave Singleton, Program Analyst, Native American Heritage Commission

Rob Wall, Planning Director, City of Eureka

Appendix B – Archaeological White Papers

[Note: This appendix will contain a summary of the white papers, the development process for the papers thus far, including the status of public comments and responses to comments, as well as information about future plans for the white papers and the recommendations they contain.]

Appendix C – The California Office of Historic Preservation

Historical resources have been registered in California as State Historical Landmarks since the 1930s; and the genesis of the Office of Historic Preservation began in 1953 with the establishment of the History Section of the Division of Beaches and Parks (the precursor to today's California State Parks). In 1975, the Office of Historic Preservation (OHP) was created within the offices of the Director of California State Parks. The formation of the OHP was an outgrowth of the passage of the National Historic Preservation Act of 1966, which called for the creation of a state agency to implement provisions of the law, including the preparation of a comprehensive historic preservation plan and a statewide survey of historical resources. Since its inception, the responsibilities of the OHP have grown to encompass a variety of federal and state preservation laws and programs.

The Office of Historic Preservation (OHP) is the state agency primarily responsible for administering and implementing historic preservation programs in California. The office's efforts are guided by the four essential components of historic preservation: Identification, Evaluation, Registration, and Protection. The OHP either directly administers or indirectly influences most state and federal preservation programs.

The State Historical Resources Commission (SHRC) is a nine-member state review board, appointed by the Governor, with responsibilities for the identification, registration, and preservation of California's cultural heritage. In addition to having broad oversight authority over the OHP, the SHRC is responsible for reviewing nominations to the four federal and state registration programs administered by the office.

The State Historic Preservation Officer (SHPO), a gubernatorial appointment mandated by federal law, serves as the chief of the OHP and as Executive Secretary to the Commission. The SHPO is responsible for the operation and management of the OHP and for developing the Commission's administrative framework and implementing the Commission's preservation programs and priorities.

Registration Programs

The OHP manages four registration programs for historical resources: National Register of Historic Places, California Register of Historical Resources, California Historical Landmarks, and State Points of Historical Interest. Each of these programs has its own set of criteria for eligibility and there are some differences in benefits for listing. All nominations must be submitted to the State Historical Resources Commission for review and approval. OHP staff provide assistance to individuals and organizations seeking to nominate a resource for listing.

Information Management

The OHP administers the California Historical Resources Information System (CHRIS), an organization that includes the OHP and number of regional Information Centers (ICs). The CHRIS manages the statewide historical resources inventory, which includes the Historical Resources Inventory database maintained by the office and the records maintained and managed on behalf of the OHP by the ICs. The ICs provide historical resources information, on a fee-for-service basis, to local governments and

individuals with responsibilities under the National Environmental Policy Act, National Historic Preservation Act, California Environmental Quality Act, and California Public Resources Code, as well as to the general public.

Local Government Support

Historic preservation is most effective when it is integrated into and coordinated within the broader context of overall community planning and development, along with a robust public participation program. The OHP helps communities to do this by providing guidance and technical assistance to city and county governments. The office also administers the federal Certified Local Government program, and makes competitive grants available to those local governments that are a part of the program. The OHP works with the California Main Street Alliance to carry out the requirements of the Main Street program, which is an important economic development program.

Review and Compliance

The OHP promotes the preservation of California's heritage resources by ensuring that projects and programs carried out or sponsored by federal, state, and local agencies comply with federal and state historic preservation laws (including the National Historic Preservation Act, Sections 106 and 110; Public Resources Code Sections 5024, 5024.5, and 5028; and the California Environmental Quality Act), which amounts to several thousands of projects annually. As the state's primary historic preservation advocate, the office's priority is to ensure that projects are planned in ways that avoid any adverse effects to resources. In carrying out this responsibility, the OHP works with a variety of stakeholders. These include the many federally recognized and non-recognized Indian tribes in California, as well as the state's Tribal Historic Preservation Officers.

Preservation Incentives

There are a number of historic preservation incentives that can provide cost savings for properties and projects. The OHP can assist with understanding of the Federal Historic Preservation Tax Incentives, including deductions for preservation easements and credits for rehabilitation projects, as well as the statewide Mills Act which is a property tax abatement program. Incentives are an important component of any preservation program because they promote and encourage the retention, repair, rehabilitation, maintenance, and sustainability of historical resources.

Outreach and Education

In addition to providing assistance with the state and federal programs the OHP administers, the office also provides general advice and information to members of the public and organizations interested in preservation. The OHP works with a variety of non-profit partners and federal, state and local agencies, including the CHRIS Information Centers, to provide guidance and training, both in-person and via the web. As part of its ongoing efforts to better inform the public about preservation issues, the office produces a periodic newsletter, Preservation Matters.

Additionally, the OHP coordinates the nomination and selection process for the Governor's Historic Preservation Awards, presented annually to individuals, organizations, companies, and public agencies whose contributions demonstrate notable achievements in preserving the heritage of California.

The OHP is active on the web, with a wealth of information available on its website www.ohp.parks.ca.gov. The office also communicates with the public via its social media outlets on Facebook and Twitter.

Office of Historic Preservation Mission [sidebar—maybe put at end?]

The mission of the Office of Historic Preservation (OHP) and the State Historical Resources Commission (SHRC) is to provide leadership and promote the preservation of California's irreplaceable and diverse cultural heritage.

To fulfill our mission we:

- Partner with local, state, federal, and tribal agencies, non-profit organizations, and the general public to help ensure cultural resources are appreciated and maintained as a matter of public interest and community pride;
- Carry out mandated responsibilities and administer programs under federal and state historic preservation laws;
- Promote a comprehensive preservation planning approach and urge the integration of historic preservation with broader land use planning efforts and decisions;
- Offer technical assistance and preservation training in order to create a better understanding of the programs OHP administers;
- Support sustainability and adaptive reuse of historic resources in ways that preserve historic character and provide economic benefits;
- Maintain the statewide Historical Resources Inventory and make available information about the state's historical and archaeological resources; and,
- Encourage recognition of the vital legacy of cultural, educational, recreational, aesthetic, economic, social and environmental benefits of historic preservation for the enrichment of present and future generations.

Appendix C – Historical Resources Registration Programs in California

National Register of Historic Places

The National Register of Historic Places is the nation's official list of buildings, structures, objects, sites, and districts worthy of preservation because of their significance in American history, architecture, archaeology, engineering, and culture. The National Register recognizes resources of local, state, and national significance which have been documented and evaluated according to uniform standards and criteria. Authorized under the National Historic Preservation Act of 1966, the National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect historic and archaeological resources. The National Register is administered by the National Park Service, which is part of the US Department of the Interior. 2,757 California properties are listed in the National Register of Historic Places, encompassing 2,815 buildings, 468 districts, 2,340 sites, 2,366 structures, and 2,297 objects. 137 properties listed at the national level of significance have additionally been recognized as National Historic Landmarks. These California properties are automatically listed in the California Register.

California Register of Historical Resources

The SHRC designed the California Register of Historical Resources for use by state and local agencies, private groups and citizens to identify, evaluate, register, and protect California's historical resources. The California Register is the authoritative guide to the state's significant historical and archaeological resources. The California Register program encourages public recognition and protection of resources of architectural, historical, archaeological, and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for state historic preservation grant funding, and affords certain protections under the California Environmental Quality Act. 49 properties including 102 resources have been listed directly in the California Register, independently of National Register listing or determination by consensus in Section 106 review.

California Historical Landmarks

California Historical Landmarks are sites, buildings, features, or events that are of statewide significance and have anthropological, cultural, military, political, architectural, economic, scientific or technical, religious, experimental, or other value. The specific standards now in use were first applied in the designation of Landmark #770. California Historical Landmarks #770 and above are automatically listed in the California Register of Historical Resources. To be designated as a California Historical Landmark, a resource must meet at least one of the following criteria:

- The first, last, only, or most significant of its type in the state or within a large geographic region (Northern, Central, or Southern California).
- Associated with an individual or group having a profound influence on the history of California.
- A prototype of, or an outstanding example of, a period, style, architectural movement or construction or is one of the more notable works or the best surviving work in a region of a pioneer architect, designer, or master builder.

The resource also must have the approval of the property owner(s); be recommended by the State Historical Resources Commission; and be officially designated by the Director of California State Parks. If a site is primarily of local interest, it may meet the criteria for the California Points of Historical Interest Program. The most recently designated CHL was #1046; 1,233 resources carry the Landmark designation due to some satellite and thematic designations that share a Landmark number.

California Points of Historical Interest

The 860 California Points of Historical Interest are sites, buildings, features, or events that are of local (city or county) significance and have anthropological, cultural, military, political, architectural, economic, scientific or technical, religious, experimental, or other value. Points of Historical Interest designated after December 1997 and recommended by the State Historical Resources Commission are also listed in the California Register. No historical resource may be designated as both a Landmark and a Point. If a Point is subsequently granted status as a Landmark, the Point designation will be retired.

Additionally, thousands of properties are recognized on a local and regional basis, in city and county programs outside the state's purview. Local government entities, including commissions, historic review boards, and planning departments, work with community members to record and recognize locally significant historic properties.

Local Designation

In addition to the federal and state registration programs noted above (which are all administered in California by the Office of Historic Preservation), many local governments have designation programs for historical resources. These programs vary greatly between jurisdictions and there are no State or Federal requirements for these programs nor are they regulated in any way by the State of Federal governments. For more information about possible local designation in your community, contact the appropriate local government (usually these programs are administered by the local government's planning division, so that's a good place to start).

Multiple Property Submissions (MPS)

The purpose of the MPS is to document as a group for listing in the National Register properties related by theme, general geographical area, and period of time. It may cover any geographical scale – local, regional, state, or national. It is used to register thematically-related properties simultaneously and establishes the registration criteria for properties that may be nominated in the future. Technically the MPS acts as a cover document and is not a nomination in its own right. It is a combination of the Multiple Property Documentation Form and the Individual Registration Form. Information common to the group of properties is presented on the Multiple Property Documentation Form, and the Individual Registration Form is specific to the nominated individual building, site, district, structure, or object. Once an MPS is listed, additional associated nominations may be submitted to the Commission at any time.

The context statements developed for an MPS may prove valuable for purposes other than National Register nominations. They may help inform research being conducted by agencies and organizations, as well as student research projects. The information in an MPS can also be used in the preparation of

nominations for other registration programs, including local designation. Each MPS is accompanied by a bibliography that could provide insight into other sources a researcher might not even be aware of.

National Register Multiple Property Submission (MPS) Contexts for California include:

Architectural and Historic Resources of Auburn, California MPS

Berkeley, University of California Multiple Resource Area

Bungalow Courts of Pasadena Thematic Resources

California Carnegie Libraries MPS

Cultural Resources of the Recent Past, City of Pasadena

Desert Training Center/California-Arizona Maneuver Area (DTC/C-AMA) MPS

Early Automobile-Related Properties in Pasadena MPS

Earth Figures of California--Arizona Colorado River Basin Thematic Resources

Highway Bridges of California MPS

Historic Highway Bridges of California MPS

Historic Park Landscapes in National and State Parks MPS

Historic Resources Associated with African Americans in Los Angeles MPS

Hollister MPS

La Grange MRA Lassen Volcanic National Park MPS

Late 19th and Early 20th Century Development and Architecture in Pasadena MPS

Light Stations of California MPS

Lilian Rice Designed Buildings in Rancho Santa Fe MPS

Los Angeles Branch Library System Thematic Resources

Newlands Reclamation Thematic Resources

Point Arena MPS

Recreation Residence Tracts in the National Forests of California from 1906-1959

Residential Architecture of Pasadena: Influence of the Arts and Crafts Movement MPS

Torrance High School Campus Thematic Resources

Twentieth Century Folk Art Environment in California Thematic Resources

US Highway 66 in California MPS

US Post Offices in California 1900-1941 Thematic Resources

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